LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

VOL. XIX FEBRUARY, 1966 No. 2

Editor, RUTH P. OTT

Photographer, GEORGE L. WETZEL

Reporters: Marilyn Adams, Marian Auble, Barbara Boyce, Theresa Cangiano, Lucy Carnevale, Martha Dolan, Angie Font, Winifred Foster, Kathryn Gilmore, Sylvia Hollander, Florence Linhos, Thomas LoDato, Angie Madalena, Elizabeth Markesteyn, Virginia Mulder, Mary O'Connor, Bobbie Puckridge, Hazel Seaman, Lotte Steamer, Mildred Turner, Martina Zegarski.

Promotions For Six

Lawrence Gravin has been promoted to Buyer of Blouses and Budget Sportswear. He was a Merchandise Supervisor at Northgate and a Coordinator for Geneva.

Eugene Young, Merchandise Supervisor at McCurdy's of Geneva, has been promoted to Buyer of Notions and Candy.

Francis Henderlong has been promoted in McCurdy's of Geneva to Merchandise Supervisor of Men's and Children's Departments.

Patricia Haak, Hosiery Buyer, has been made Buyer of Fabrics and Art Needlework. *Carl Hoffman,* Assistant Divisional Merchandise Manager of Accessories, will buy for the Hosiery Dept. in addition to his other duties.

James Taylor, Assistant Buyer of Coats and Suits, has been promoted to Merchandise Supervisor of Ready-to-Wear at Northgate.

LaRue Edwards, Advertising, has been promoted to Budget Store Advertising Manager.

Retirement For Three

The three pictured on the front cover of this issue had worked a total of more than fifty-nine years in McCurdy's when they retired at the end of last month. Shown left to right are *Lewis Stark,* Third Floor Superintendent; *Margaret Case,* Budget Store Shoes; and *Stanley McIntyre,* Printer.

Oldest in point of service is Mr. Stark, who came to the Credit Office in December, 1943. From there he went to Customer Service, then was Floor Superintendent for several years.

Margaret Case joined McCurdy's in October, 1946, and has always worked in the Downstairs Shoe Dept.

Stanley McIntyre has been in the Print Shop continuously since November, 1947. However, he first came to McCurdy's in 1924 and worked in the Receiving Room for five years.

Start Store Addition

The men in the hard hats with their cranes and hoists were fast razing the Likly and Spencer buildings adjacent to McCurdy's Main store when *George Wetzel* shot the picture on this issue's back cover on January 13th.

The demolition is a preliminary step to building the six-story addition of more than 50,000 square feet that will be completely integrated with the Main store. Scaffolding now shields the work from the street.

Design architect for the addition is Victor Gruen, who designed Midtown Plaza. Completion is scheduled for the end of this year.

Inventory Checks On Stock Shortages

January was the month of Inventory.

Inventory is stock-taking. It's the giant, over-all count of every piece of merchandising the store owns; its age and price. The count must be correct. Only a few mistakes in every department, multiplied by the many departments in McCurdy's, could total a large sum.

So every employee becomes either a counter or an auditor (except a few in the Audit Office) and everyone is equally important to the success of the inventory. All information is recorded on IBM cards, which are then turned into the Audit Office.

Then what?

Here's where machines take over from men and women. IBM automation sorts the cards by classification, season, type of merchandise. Then the count is checked against what the books say should be in stock. The answer reveals what sort of store-keeping has been done during the year. Any stock shortages (or overages) show up after inventory. All this mammoth time, effort and machines check on the success of the store's eternal campaign against stock shortages.

Now we are at the start of a new store fiscal year. It's the chance for every employee to renew efforts against losses from inaccuracies, theft and carelessness, so when January, 1967, brings another inventory the answer can be smaller shortages, resulting in bigger profits for everyone in McCurdy's to share.

Pictured above, part of the line-up for dinner before inventory, January 26th. For more inventory pictures, turn to pages 4 and 5.

Typical Scenes Of Annual Inventory

1. Left to right: *Marilyn Kohn* and *Betty Trinchini,* both of Advertising, are taking inventory in the Third Floor Lingerie Dept.

2. *Joe DeMariano,* Delivery (right) audits the inventory being taken in the Toy Dept. by *Millie Sauer* (center) and *Anna Coppola* (left).

Taken On The Evening Of January 26th

3. *Elsie Nolan,* Audit, punches information from inventory cards onto IBM cards as *Sidney Rosenbloom,* Manager of Data Processing, watches.

4. Punched IBM cards are being handed by *Donald Dense,* Assistant Controller, to *Dennis Meeh,* who will spend the night running them through a sorter.

Employees' Fashion Show

Employees were guests at a showing of Spring fashions that conformed to dress regulations on the morning of February 25th in the Community Center.

The following were models: *Theresa Cangiano,* Gloves; *Marie Chambers,* Junior Shop; *Lali Connolly,* Coats and Suits; *Diane English,* Fabrics; *Wilvarine Farmer,* Protection; *Betty Hoffman,* Infants' Shop; *Mary Jane Palermo,* Draperies; *Carol Subrani,* Hosiery; and *Peggy Trask,* Personnel.

Janet Wurtzman, Fashion Co-ordinator, commentated.

R.I.T. Students Report

Two students from R.I.T. School of Retailing had a trip to New York the week of January 10th, sponsored by McCurdy's.

Susan Bland and *Fred Lindsay* attended sessions of the National Retail Merchants' Association, visited the Frederick Atkins office, and were in the market with McCurdy buyers. They had been selected on the basis of letters they wrote telling why they wished to make the trip. Both have done work blocks in McCurdy's.

They were joined in New York by two other R.I.T. students who were sponsored by Halle Brothers of Cleveland: *Kent Smith* and *Jeanne Kentner.* All four reported on their trip at the buyers' meeting February 11th.

Four Buying Abroad

McCurdy's is sending four people to Europe this Spring to buy directly from resources there.

First to take off is *Murry Bluestone,* Men's Furnishings and Sportswear Buyer, leaving the end of this month for London, Zurich, and cities in Germany and Italy.

Elizabeth Lansing, Assistant Divisional Merchandise Manager of Ready-to-Wear, leaves March 7th to buy for her division in Paris, Italy, and England. *Fern Elliott,* Buyer of Jewelry and the Discovery Shop, is scheduled to fly a week later to buy for her departments in England, France, Germany, Italy, Switzerland, Denmark, Spain, and Austria.

Donald Brown, Divisional Merchandise Manager, will buy for his shoe departments in Rome, Paris, Florence and London. Present plans call for his trip in May.

Wins Bike at Northgate

When Northgate sponsored cartoon shows for youngsters during the Christmas season, the holders of winning ticket numbers were to receive bikes and other prizes.

The shows were November 27th and December 18th at the Riviera Theater. No one showed up at the store to claim any prizes after the first show, but in December there was a winner: Edward McNellan, 191 Lida Lane, happily walked off with the bicycle.

Big Blizzard Closes McCurdy Stores

McCurdy's began its fiscal business year of 1966 with two nearly blank days, thanks to the worst blizzard of the century. The Main Store and Northgate were closed January 31st and February 1st. Geneva, closed on Monday, managed to open Tuesday. Fastest-selling items there were two snow blowers.

Employees who ventured out when the Main Store re-opened Wednesday found the going hard, but 60% made it. Travel time from Pittsford was two hours by car or bus for a drive that usually takes 15 to 25 minutes, and that was about par for similar distances. A surprising number of customers came in during that day, too.

What did employees do on their two forced holidays? Shoveled snow, of course. But there were other ways to pass the time, too. *Charles Hoyt,* Assistant Buyer in Men's Wear, volunteered his services and wound up delivering insulin to persons in need of it.

Pete Merrill, Divisional Merchandise Manager, and his family, who were at Turin for a week-end of skiing, had two extra days of it before they could reach home.

Marie Hall, Girl Scout Dept., reports that her daughter, Catherine, who is an R.I.T. student dietician at Rochester General Hospital, walked two miles to work Monday. She and the hospital cook were the only ones in the food department who had reached there, so with the help of two aides, they fed the patients and everyone else in the hospital. It was a job usually handled by forty or more employees.

Katherine Littman and *Carolyn Anderson,* Credit Office, returning from Buffalo by bus, were caught in a pile-up on the Thruway. Rescued safely from that, they were injured when their rescue car had an accident.

Another storm victim was *David Hager,* Budget Store Shoes. He was thrown from a car that crashed into another in Sunday's swirling storm. Taken to a hospital and patched up, he could not leave until early Tuesday because the roads were closed. A police car finally took him home.

These incidents were typical of scores more that will long keep the great blizzard of '66 vivid in the memories of McCurdy employees.

Candidates for Office in McCurdy's E.M.B.A. To Be Voted on March 16th

FOR PRESIDENT

Barbara Wynn

Vote for One Of These Two →

FOR VICE-PRESIDENT

Vote for One

Larry Holler

DeForest Mowers

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

FOR SECRETARY

Olive Hastings

Vote for One ←

FOR TREASURER

Margaret Sabel

ASSISTANT TREASURER

Samuel Ludwig

FOR DIRECTORS TO SERVE TWO YEARS
Vote for Four of These Eight Candidates

Marilyn Adams

Martha Dolan

Larry House

Sylvia Hollander

Dorothy Johnson

Audrey Sales

Jane Strachen

Howard Weingarten

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

The annual breakfast and election of officers of McCurdy's Employees' Mutual Benefit Association is scheduled for Wednesday morning, March 16th at 8:30 in the Community Center.

Barbara Benge Wynn, Selling Assistant in Budget Sportswear, automatically becomes the new president, moving up from vice-president. *Olive Hastings,* Housewares Office, has consented to serve a second year as secretary. *Edward Walsh,* Merchandise Supervisor at Northgate, is permanent director from that store.

Serving the second of two-year terms as directors will be *Lali Connolly,* Coats and Suits; *John Jackson,* Floor Superintendent; *Peggy Lucia,* Secretary; *Clark Miller,* Career Shoes, and *Barbara Pizzarelli,* Accounting.

Members who cannot attend the breakfast meeting are invited to cast their ballots in the Community Center March 16th from 3:30 to 4:30.

FROM THE MAILBAG

Dear Sirs:

I am at present a visitor to your city. The other evening, I was tuned into "Opinion Please" on the radio, during the course of which two women complained bitterly about the lack of concern and courtesy on the part of sales people in downtown department stores. This rather surprised me.

Last Thursday, I was shopping in your downtown store. In search of gifts, I was at the Cosmetics Counter. It was a busy hour and the saleslady was extremely occupied. However, I can say that I have never experienced such courtesy and care. This lady is a credit to your store. Indeed, she helped to change the image that I had formed.

I took the liberty of asking her name. It is *Mrs. Geraldine Kelly.* I congratulate you on the splendid work of this employee of McCurdy's.

With every best wish,

Rev. Gerard Lougen, C.SS.R.

Ruth Donovan, Bedding, so impressed one of her customers, a Miss Johnson, that the latter came to the Personnel Office especially to report her satisfaction.

She was grateful for a thorough explanation of the fiber count of sheets, their wear qualities and the advantage of buying better bedding. She wound up buying the more expensive ones, thanks to Ruth Donovan's ability.

Dear Sir:

It is a pleasure to write this note concerning the treatment accorded my wife and me while we were shopping for new drapes last week.

We were assisted by your most pleasant and competent Mrs. Fink , who, to my knowledge, went far beyond any salesperson to help and counsel us in our choice. We were amazed at Mrs. Fink's complete knowledge of her product and her anticipation and help with problems we had not even thought about. With her expert counseling, we are more than satisfied.

Again, may I congratulate you on a most pleasant and competent salesperson, Mrs. Fink.

Sincerely,

Edward Gallmeyer

Dear Mr. McCurdy,

While I was shopping in your linen department, I was impressed by the excellent service and helpfulness of your Mrs. Anderson . Although she was rushed, due to your White Sale, she took the time to show me several items and help me find what I was looking for.

My purchase totaled no more than ten dollars. Yet, when I told her it was for a gift, she took the trouble to arrange the towels into an attractive package.

Clerks such as Mrs. Anderson make any excursion to McCurdy's a happy one. I'm sure you're as pleased to have her in your employ as I am to do business with your store. Thank you for such outstanding service.

Sincerely,

Roberta R. Shepard

Bride For Fashion Show and For Real

There's just a thing or two wrong with the above picture of *Barbara Benge* cutting a wedding cake. It isn't a real cake and it wasn't her wedding day.

But Barbara, who is Selling Assistant in Budget Sportswear, was the "McCurdy Bride" at the Spring Bridal Fashion Show last month, and a bride for real just four weeks later.

The fashion show culminated a McCurdy week keyed to brides. It was held, for the first time, on an afternoon: Saturday, January 15th, with two performances in the Community Center. *Janet Wurtzman,* Fashion Coordinator, commentated. She is shown, right, above.

The REAL wedding took place February 12th, when Barbara Benge became Mrs. Andrew Wynn in a ceremony at Third Presbyterian Church, which was followed by a reception at the Wishing Well.

Up and Down the Escalator

MAIN STREETER
by Theresa Cangiano

Jean Moore, Handbag Buyer, visited her sister in Florida this month.

Ruth Williams, Knit Lingerie Buyer, also vacationed in Florida.

Her staff is still reminiscing about the delightful party given for them by *Frances Davis,* Stationery and Greeting Card Buyer. It was held December 18th in Midtown Tower.

FIFTH NOTES
by Barbara Boyce

Our sympathy goes to *Charles Harradine,* TV and Appliance Buyer, whose father died January 20th in Albion.

Joy Lehr, Silverware, and her family visited her daughter and family in Quantico Marine Base, Virginia, recently.

Phoebe Lind, Dinnerware, has a new granddaughter.

Edna Cassaboon, Lamps, is proud of her grandson, John, a winner in the newspaper's "Ask Andy" column.

Louis Jurich, Floor Superintendent, has a new son, first boy in the family.

Our sympathy goes to *Eleanor Christensen,* Bridal Registry, on the death of her husband.

Catherine Canforatta, Linens, recently entertained her daughter and family, who live in Florida.

Jane Strachen is now in charge of the Bridal Registry. She was formerly an interviewer in the Credit Office.

A WORD FROM THIRD
by Sylvia Hollander

Charlotte Miller, Buyer of Daytime Dresses and Negligees, vacationed in Jamaica this month.

We welcome *Carol De Nacoli* to the Boys' Dept.

Third Floor employees honored *Lewis Stark,* who retired last month, with a breakfast in the Garden Room on January 20th.

Martin Goldstein, son of *Pearl Goldstein,* Girls' Shop, is to be married in August.

It's a new grandson for *Florence Tyrrell,* Girls' Shop. He has been named Paul Robert Tyrrell.

Mary Barbato, Fabrics, reports that her son has been accepted at the medical school of Loyola University.

Jeffrey Hollander, son of *Sylvia Hollander,* Pre-Teens', will be soloist at three concerts, in Michigan and Pennsylvania, this month and next.

Helen Corwin, Corset Buyer; *Betty Gilbert,* Girls' and Pre-Teens' Buyer, and *Elizabeth Lansing,* Assistant Divisional Merchandise Manager, flew to a Puerto Rico vacation just ahead of the blizzard.

OVER THE COFFEE POT
by Kathryn Gilmore

Our sympathy goes to *Gertrude Sheg,* Order Board Supervisor, whose father died January 24th.

We welcome back *Leland Roushey,* Painter, who was ill for several weeks.

Up and Down the Escalator

GENEVA JOTTINGS

by Mary O'Connor

John Carnevale, son of *Lucy Carnevale,* Shoes, is back after two years in the Signal and Radar Detachment, U.S.A. He was stationed in Hawaii.

Louis Miano, Delivery, is welcomed back after his illness.

Margaret Berry, Fabrics, and her daughter, *Barbara,* Lingerie, vacationed in Florida.

Dorothy Clark, Notions, visited in Chicago.

Welcome to newcomer, *Louis Paul,* who succeeds *Sam Zimmerman* in Maintenance.

Edward Oughterson, Town Room, is attending Freeeman's Business School.

OUT NORTHGATE WAY

by Martina Zegarski

Our sympathy goes to *Katherine Eisenhart,* Teens', on the death of her mother.

Ann Heim, Dresses, is recuperating from an operation.

Marti Zegarski, Office, visited her brother in Georgia and her niece in North Carolina.

Bill DeMars, Home Furnishings, leaves March 12th for the summer to manage the Dolphins in Miami, Florida, during the baseball season.

Sarah Cook and *Maria Seilnacht,* Ready-to-Wear; *Inez Heberger,* Stationery; *Katherine Mance,* Notions; *Ruth Sowle* and *Dolores Berndt,* Credit Office, all had winter vacations at home this month.

BEAUTY STUDIO DOINGS

by Thomas LoDato

Reva Rutner and her husband, Frank, are vacationing in Florida until March 14th.

Anthony Valastro, Beauty Studio Director, and *Mrs. Valastro* plan to attend the International Beauty Show in New York in March.

Anne Lippa is back at the Appointment Desk after several weeks' illness.

David Stubbs is a new addition to the staff.

FOOD DIVISION TIDBITS

by Lotte Steamer

Theresa Quartieri, daughter of *Mary Quartieri,* Tearoom cashier, won first prize in the county for her painting in the Hallmark Art Contest sponsored by the Women's Club of Rochester. Her entry will be submitted now to the state competition.

BUDGET STORE BRIEFS

by Virginia Mulder

Welcome to *Donald DeBottis,* new Selling Assistant in Men's and Boys' Dept.

Welcome to *David Hager,* Trainee in Shoes.

To Be Married

Announcement has been made of the engagement of *Elizabeth Markesteyn,* Accounting Office, and Thomas Gallagher. Elizabeth is a reporter for this magazine.

RECEIVING REPORT

by Marilyn Adams

There's romance in Receiving. *Mary Jane Brazo* is engaged to *Ronald Turner* and a September wedding is planned. The couple met in our Receiving Dept.

Linda Moore is planning an August wedding, following announcement of her engagement to Michael S. Noto.

Katherine White visited her son and his family in Florida.

Loretta Beck and her husband are back from a motor trip to Florida.

ADVERTISING and DISPLAY

by Florence Linhos

Nina Arroyo has returned to McCurdy's Display Dept.

Paul Ritzenthaler, copywriter, and *Penelope Petitte,* artist, are newcomers in the Advertising Dept.

Eleanor Hildebrand, Advertising, and her husband had rough going on their return from a motor trip to New York the week-end of the big blizzard.

SECOND STORIES

by Angie Madalena

Vacationing in Florida this month were *Ruth Herr,* Fur Buyer and *Katherine Goldschmidt,* Millinery Buyer.

Kathleen Salerno, Buyer of Budget Dresses and Women's Sportswear, vacationed in Utica and Poughkeepsie.

Coat and Suit Dept. entertained at dinner at the Mardi Gras February 16th for *James Taylor,* who has been promoted to Ready-to-Wear Merchandise Supervisor at Northgate.

Foils Alleged Burglar

Because *Salvatore Feligno,* Night Maintenance at McCurdy's of Geneva, was alert and clever, an alleged attempted burglary in the store was foiled. He found a man hiding there after closing time on Saturday, December 18th.

Police had been alerted to the possibility of a burglary when the store roof began to leak from a hole drilled in it from the outside the previous night. They theorized that, stymied because they could not break through the roof, the suspected burglars would try to hide in the store until after it had closed the next night.

Salvatore, assisting the police in their search, found the suspect crouching in a metal clothes wardrobe. The latter had with him a screw driver, flashlight, soft gloves and a walkie-talkie.

The man was taken to police headquarters and his accomplices outside the store were caught by means of the walkie-talkie, which they were signaling from their cruising car. All were arraigned in Geneva city court on several charges and released on bail. On February 4th, they were ordered held for the action of the grand jury.

Returns To College

Lynda Syrell, Training Director, resigned February 5th to return to R.I.T. to work for her degree.

Notes Of Thanks To The E.M.B.A.

Dear Friends:

Our warmest thanks to you for the beautiful Christmas arrangement of fruits and greens, and for your good wishes, which we prize above all. Your kindness and loyalty through so many years is deeply appreciated.

We send our gratitude and sincerest good wishes to each and all for your happiness in the New Year.

Gilbert and Virginia McCurdy

Acknowledging your kind expression of sympathy.

Eleanor Christensen

The family of *Kathryn R. Bradley* thanks you for your kindness and sympathy.

Dear Friends:

Many thanks for your generous contribution to our Children's Christmas Fund. I wish I could share with you all the letters I get from the kids, or their smiles when they see the toys. All I can say is thanks from the bottom of my heart.

Ed Meath

Dear Friends:

We are enjoying your boxwood tree so much! It has added so much beauty to our holiday celebrations and we are all very grateful to you for your generosity and thoughtfulness. It was kind of you to remember us in such a lovely way.

Since this is the house of four most varied and assorted sizes, hardly a day goes by that we aren't appealing to one of you for some request. We are grateful for your help. Thank you, to each one of you, for all the nice, thoughtful things you do for us during the year.

With every warm wish for a happy New Year for you and your loved ones, and with our deepest thanks.

Sincerely,

Gil and Katie McCurdy

Your kind expression of sympathy is deeply appreciated by the family of Carolyn Pommering.

Marilyn Stover

Thank you for the beautiful flowers.

Leland Roushey

Our deep appreciation for your kind expression of sympathy.

Anita Stout

Your kind expression of sympathy is gratefully acknowledged.

Kathryn Eisenhart

Your comforting expression of sympathy is deeply appreciated.

Gertrude Scheg

Thanks for the many cards, flowers and expressions of sympathy on the loss of our mother.

Dorothy Eygabroad

McCurdy's
McCurdy's CARD SHOP
ATLAS
WRECKING CO.